

SizmekTM

Branded Canvas

Build Guide

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Overview

The Branded Canvas is an in-stream linear ad format that plays before, between, or after publisher content in the video player. For example, if a user is watching a show with commercial breaks, a Branded Canvas ad will play during those breaks rather than during the show.

The Branded Canvas adheres to the VPAID protocol, which standardizes the communication between video players and in-stream video advertising. You can use the standardized Branded Canvas template to easily create your ad and make use of the same creative across multiple VPAID-compliant video players and publishers.

When the commercial break begins, the video player loads a VPAID shell SWF. The shell is a wrapper that initiates the required VPAID API and loads the creative content that you build using this template. The VPAID shell SWF handles the countdown to resume the publisher's content. However, the countdown is cancelled if the user interacts with the ad, such as launching a clickthrough or pausing a video.

The following screenshot demonstrates the Branded Canvas playing within the video player. The ad seizes full view of the publisher's video player window and contains several action buttons and its own video content.



Demo/Download

To view a technical demo, click [here](#).

Download a template, click [here](#).

Known Issues

The following are known issues regarding the VPAID Branded Canvas ad format:

- Launching a clickthrough from the creative does not cancel the ad's auto-close countdown.
- Video component issues:
 - The seekbar playback head continues to follow mouse movement even after user mouses up.
 - The volume slider continues to follow mouse movement even after user mouses up.

Publisher Specs

Linear

Format: FLA and SWF, ActionScript 3.0 and Flash Player 9 or above All other specs vary by publisher.

Video

Specs vary by publisher.

Implementing the Branded Canvas Format

Before you Begin

Make sure you have the following resources available:

- Branded Canvas template.

Notes:

- This format is compatible with ActionScript 3.0 and Flash Player 9 and above.

Included Template Files

Items	Description
brandedcanvas_nonvideo.flv	971 x 546. Template for a creative with no video content.
brandedcanvas_video.flv	971 x 546. Template for a creative with video content.
stream_640x480_15s_300.flv	Example video used by brandedcanvas_video.flv .

Configuring a Branded Canvas Ad in Flash

- Open the FLA that satisfies your ad requirements:
 - **brandedcanvas_nonvideo.fl**a for ads without videos.
 - **brandedcanvas_video.fl**a for ads with videos.
- Familiarize yourself with the template. The main timeline contains the following states, represented by labeled keyframes:
 - **load**: The shell that this creative is loaded into automatically stops this asset's timeline at frame 1.
 - As is the case with all Sizmek templates, `EBBase.Init()` is called. However, unlike all other templates, a second argument is passed: `EBBase.Init(this, true)`. This second argument, `true`, initiates the **Advanced In-Stream** mode of our formats, which enables developers to listen for the following additional events:
 - **"startAd"**: Dispatched when the EB object is available.
 - **"displayCloseAdButton"**: When dispatched, the close button should appear.
 - When in Advanced In-Stream mode, these are the ad walkthroughs for the possible use cases:
 1. When the user *does not* interact with the ad:
 1. The "startAd" event is dispatched.
 2. The countdown reaches zero.
 3. The shell closes the ad.
 2. When the user interacts with the ad:
 1. The "startAd" event is dispatched.
 2. The user interacts with the ad.
 3. The countdown reaches zero.
 4. The shell dispatches "displayCloseAdButton" on the EBBase object.
 5. The button in the SWF hears the "displayCloseAdButton" event, and the button is made visible.
 6. After finishing interaction with the ad, the user clicks **X Close** to close the ad.
 7. `EBBase.CloseAd()` is called by the close button.
 - This creative template listens for the "startAd" event from the shell and, once heard, sends the timeline to the **intro** keyframe.
 - **intro**: This state can include an introductory animation that leads up to the **content** state.

There is logic that handles the custom **Click_Main** clickthrough launched whenever the user clicks the ad's background.
 - **content**: The timeline stops here, and the main ad experience plays. Place your main ad content here for the collapsed (unexpanded) view.

By default, the template provides example of:

- A default clickthrough launched when the user clicks a clickthrough button (see `clickThrough()` in the `ActionScript`).
- Tracking of a user-action button click (see `countClick()` in the `ActionScript`).
- Edit the close button, if required. Double-click the button instance to enter its timeline for editing.

The close button included in this template includes logic to handle its visibility

By default, the button's `visible` property is set to `false`. The first frame of this movie clip includes a listener for the `displayAdCloseButton` event. If this event is heard, the button's visibility is turned on and the logic for handling closing of the ad is turned on. When the close button is clicked, a call to `EBBase.CloseAd()` is made.

Events

All events are dispatched off of `EBBase`.

`EBAudioStateEvent.AUDIOSTATE_CHANGE`

The **`EBAudioStateEvent.AUDIOSTATE_CHANGE`** event should be dispatched using the `EBBase` class. [Example](#)

```
var ismuted:Boolean = false; var  
volume:Number = 0.6  
  
var e:EBAudioStateEvent = new  
EBAudioStateEvent(EBAudioStateEvent.AUDIOSTATE_CHANGE, ismuted, volume);  
  
EBBase.dispatchEvent(e);
```

Setting Up an Branded Canvas in the Sizmek MDX Platform

To set up a Branded Canvas ad in the platform:

1. Go to Manage > Ads.
2. Click **+ New** and select **Create New Ad**.
3. In the **Ad Name** field, enter a name.
4. For **Ad Format**, under the **Other** section in the drop-down list, select **In-Stream Video**.
5. From the **VAST Template Format** drop-down list, select **Branded Canvas**.
6. Expand the **Creative** section, and then expand the **Linear** sub-section.
7. Click **+ Add**, and then browse to and select your SWF.
8. In the **Support VPAID** column of the table, select the checkbox
9. In the **Clickthrough URL** column, enter a Clickthrough URL.

Note: The value entered in this field is used as the ad's default clickthrough even if there is already a value defined in the ad's main **Clickthrough URL** text field on the same page. If this field is left empty, the main clickthrough URL is the default clickthrough.

10. Click **Save**.

Browser Support

Please refer to [Sizmek's support matrix](#) for more information.

Sizmek Support Contacts

For questions and assistance please contact:

- **South East Asia** creative support : sea.creative@sizmek.com

Online Sizmek training:

[More training material can be found in the Sizmek Training Zone](#)

A login is required to be able to access this material. **Please contact your local Sizmek office for support.**

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